

In the Claims:

1-7. (Canceled)

8. (Previously Presented) A method comprising:  
providing a digital information that is to be wirelessly transmitted to a portable device, and at said portable device be rendered in human-perceptible form to a consumer;  
steganographically encoding said digital information with plural-bit auxiliary data, prior to being wirelessly transmitted;  
at said portable device, recovering said auxiliary data that was steganographically encoded in said digital information;  
storing said auxiliary data in said portable device; and  
using said stored auxiliary data to control an aspect of the portable device's operation.

9. (Previously Presented) The method of claim 8 that includes using said stored auxiliary data to reprogram parameters of said portable device.

10. (Previously Presented) The method of claim 8 that includes transmitting digital information to plural portable devices, wherein each set of said transmitted digital information is steganographically encoded with the same plural-bit auxiliary data.

11. (Previously Presented) A method comprising:  
providing a digital information that is to be wirelessly transmitted to a portable device, and at said portable device be rendered in human-perceptible form to a consumer;  
steganographically encoding said digital information with plural-bit auxiliary data, prior to being wirelessly transmitted;  
at said portable device, recovering said auxiliary data that was steganographically encoded in said digital information; and  
using said auxiliary data to control an aspect of the portable device's operation.

12. (Previously Presented) The method of claim 11 that includes using said auxiliary data to reprogram parameters of said portable device.

13. (Previously Presented) The method of claim 11 that includes transmitting digital information to plural portable devices, wherein each set of said transmitted digital information is steganographically encoded with the same plural-bit auxiliary data.